

“To make a greenway is to make a community.”  
—Charles E. Little, author of *Greenways for America*



# B-Line Backers



## PROPOSAL SUBMISSION REQUIREMENTS AND SELECTION PROCESS

Submit a minimum one-page summary of your proposal. Include details about the longevity, expenses, creative aspects, value and relevance of your project. The proposal does not require actual drawings or renditions of your project, however visuals may help provide clarity.

A Review Panel, comprised of representatives from several City of Bloomington Departments, will review each proposal and consider the overall benefit to the B-Line Trail. If there are proposals competing for common space, preference may be given to projects that integrate native plants, public art or unique aspects of the Bloomington community.

## SPONSORSHIP QUESTIONS?

### Please contact:

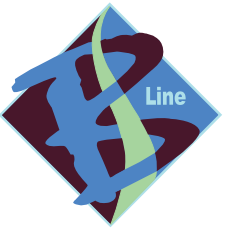
Kim Ecenbarger, Special Services Coordinator  
City of Bloomington Parks and Recreation Department  
401 N. Morton St., Suite 250  
Bloomington, IN 47404

For additional information, contact Kim Ecenbarger  
at 812-349-3739 or [ecenbark@bloomington.in.gov](mailto:ecenbark@bloomington.in.gov).

Priority consideration will be given to proposals postmarked by March 1, 2009.  
Certain contributions may be eligible for a tax deduction. Consult your tax advisor.



# B-Line Backers



The City of Bloomington invites business owners, community organizations and individuals to contribute to the overall uniqueness and beauty of the B-Line Trail while marketing your products, services and interest in community.



*An artist rendering showcasing the Farmers' Market Plaza as a hub for activity.*

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## GOALS

*To provide business owners and community organizations an opportunity to:*

- ◆ Bring unique ideas, specific to your business or organization, to the B-Line trail.
- ◆ Enhance the appearance, upkeep and overall appeal of the B-Line Trail.
- ◆ Connect B-Line users to your business or organization through various forms of recognition and marketing opportunities.

The City of Bloomington is excited to provide business owners, community organizations and individuals with an opportunity to have a visible connection to the B-Line Trail.

We expect the B-Line Trail to generate countless economic benefits. Communities throughout the country have reported significant economic impacts following the development of trail systems. The Monon Trail in Carmel, Ind. has seen investments approaching \$1 billion along its route through downtown; 65 percent of the users of the Heritage Rail Trail, located in York County, Penn. reported that their use of the trail had influenced a purchase in the last year; and annual impact of the Maryland Northern Central Rail Trail has exceeded \$3 million. Trails clearly provide business opportunities for local merchants.

In addition to economic benefits, the B-Line Trail promotes alternative forms of transportation, encourages people to lead a healthy and active lifestyle, provides a number of environmental benefits and helps preserve the historic integrity of our community. All these initiatives are rallying points for civic groups and individuals.

### *The City of Bloomington invites you to:*

- Increase the value of your business's or organization's advertising dollars.
- Achieve name recognition for your business or organization by becoming a part of a highly visible community initiative.
- Develop future sales for your business or organization through contact with potential costumers.
- Enhance your business's or organization's public image and brand while marketing to a select audience.
- Make a positive contribution to community.
- Honor the achievements of a colleague, community member or loved one.

We encourage you to review the various ways you can have a presence along the B-Line Trail. Involvement may vary in size and scope and will be assessed on an individual basis. If there are ideas you have that are not reflected in this brochure, please share them. We are open to suggestions. The City of Bloomington reserves the right to approve or decline proposals based on the best interest of the trail.

*Right: Board of Park Commissioners lead the B-Line Trail groundbreaking parade on May 20, 2008.*





**Project Sponsor—Price may vary/Proposal required**  
**Landscape Sponsor—Price may vary/Proposal required**

The B-Line Trail will not only function as an alternative transportation thoroughfare and a linear park for recreation and fitness, but it also will be a popular downtown gathering place. Plazas located along the B-Line provide opportunity for theater, music, speeches and public art. We have two landscape areas plus additional other areas along the B-Line that can accommodate special projects. We encourage you to submit a detailed proposal summarizing your idea and referencing your area of interest.

*City of Bloomington Parks and Recreation will:*

- ◆ Provide an opportunity for you to promote your business by proposing enhancement or design ideas relevant to, and in the best interest of, the B-Line.
- ◆ Include your business logo with link on the B-Line Trail and sponsor Web pages.
- ◆ Display your business logo on the sponsor page of the City of Bloomington Parks and Recreation Department’s seasonal program guide.
- ◆ Provide a framed B-Line Backer certificate to display in your place of business.



Sixth and Morton landscape plot



Eighth and Rogers Streets landscape plot

**Public Art Sponsor**

Donors interested in sponsoring public art along the B-Line Trail are asked to contact Miah Michaelson, Assistant Economic Development Director for the Arts, at 349-3534 or michaelm@bloomington.in.gov.

**Public Art Pads—Price may vary/Proposal required**

Several opportunities for the exhibit of public art have been incorporated into the B-Line.

*City of Bloomington Parks and Recreation will:*

- ◆ Display or mount a custom-made plaque near the public art piece of your choice.
- ◆ Include your business name on the City’s B-Line Trail, public art and sponsor Web pages.
- ◆ Display your business logo on the sponsor page of the City of Bloomington Parks and Recreation Department’s seasonal program guide.



Two art pads between Rogers and Eighth Streets



Art pad between Sixth Street and Kirkwood Avenue



Interior panels of bridge crossing Third Street

**Third Street Bridge—\$35,000/Proposal required**

A dynamic mosaic mural has been designed to complete the interior restoration of the Third Street pedestrian bridge.

*City of Bloomington Parks and Recreation will:*

- ◆ Display a weather resistant, durable, light pole banner featuring your business as the bridge sponsor.
- ◆ Display or mount a custom-made plaque near the Third Street Bridge.
- ◆ Include your business name on the City’s B-Line Trail, public art and sponsor Web pages.
- ◆ Display your business logo on the sponsor page of the City of Bloomington Parks and Recreation Department’s seasonal program guide.

**Amenity Sponsor**

Several amenities will accentuate the B-Line Trail bringing beauty, design and user friendliness to the space. There will be park benches, flower planters, people/dog accessible drinking fountains and a shaded picnic area along the trail. A limited number of each will be available for sponsorship. Sponsorship of an amenity is a great way to remember a loved one, honor the achievements of an employee, draw attention to your business or simply show support of the trail. This is a ten-year sponsorship agreement with an opportunity to renew after the expiration date.

*City of Bloomington Parks and Recreation will:*

- ◆ Display or mount a custom-made plaque or paver on or near the amenity of your choice.
- ◆ Include your business name on the B-Line Trail and sponsor Web pages.
- ◆ Display your business name on the sponsor page of the seasonal program guide.



People/dog accessible drinking fountain  
\$5,000  
2 available:  
◆ WonderLab  
◆ Kroger  
Ten-year sponsorship



42-inch diameter flower pot  
\$500  
25 available  
Ten-year sponsorship



6-foot black park bench  
Custom plaque place in center diamond  
\$1,500  
50 available  
Ten-year sponsorship



Shade sail picnic area  
Three 4-person metal tables  
\$10,000  
1 area available  
Ten-year sponsorship

“This is the most significant economic development project on the City’s agenda. It’s monumental in its scope and importance.”  
—Mayor Mark Kruzan

**Beautification Sponsor—Service commitment**

Community organizations and businesses have been valuable human resources in maintaining and beautifying our park system. There are several adoptable blocks along the B-line Trail. Beautify a trail block by providing upkeep to landscaped and groundcover areas, replenishing shoulder stone along trail, picking up litter, mulching trees or selecting, planting and sustaining one of our many flowerpots.

*City of Bloomington Parks and Recreation will:*

- ◆ Work with your civic organization or business to formulate a work and maintenance plan.
- ◆ Include your civic organization or business name on the B-Line Trail and sponsor Web pages.



Bloomington Board of REALTORS® Plaza

**PHASE I**

*Rogers St. to Second St.*

- ◆ Rogers—Eighth St.
- ◆ Farmers’ Market Plaza
- ◆ Seventh St.—Sixth St.
- ◆ Sixth St.—Kirkwood Ave.
- ◆ Kirkwood Ave.—Fourth St. (WonderLab Plaza)
- ◆ Fourth St.—Third St. Bridge
- ◆ Third St. Bridge Area
- ◆ Bridge Plaza—Convention Center Crossing
- ◆ Convention Center Crossing—Second St.

**PHASE II**

*Rogers St—Adams St.  
Second St.—Grimes Ln.*

- ◆ Rogers St.—Fairview St.
- ◆ Fairview St.—Adams St.
- ◆ Second St.—First St.
- ◆ First St.—Dodds St.
- ◆ Dodds St.—Allen St.
- ◆ Allen St.—Grimes Ln.